LEGO ISLAND

RADIO ADVERTISEMENT

FINAL

60 second spot on Disney Radio

O.V. 1: Newscaster (Guy)
O.V.2: Man at the Mall (Manny)
Voices to step on each other's lines/fast pace

-Add sfx of rustling papers and teletype sfx

1/GUY:
"And this just handed to me...THE BRICKSTER HAS ESCAPED. I repeat: THE BRICKSTER HAS ESCAPED.

-Add sfx Ominous Organ Chord

...LEGO Island's bad guy bully, the Brickster, has escaped and is heading to the Mall of America. He'll be there Saturday September 27th. Be on the lookout. He has arms and is dangerously funny.
We now go directly to the scene with our own Man at the Mall, Manny?"

-Add Sfx of mall ambiance/kids

2/MANNY:
" I'm here at The LEGO Imagination Center in the Mall of America, South Entrance and...".

1/GUY:
"Between Bloomingdales and Macy's?".

2/MANNY:
"Correct".

1/GUY:
" So what's happening?"

2/MANNY:
" Right now: nothing BUT on Saturday September 27th and Sunday the 28th: PLENTY!
LEGO Island will be available for the first time ever on CD ROM and it's extremely cool!... AND they'll be building giant LEGO Island characters AND you can help build LEGO pizzas AND..."

1/GUY:
"And the Brickster?"

2/MANNY:
" Oh-He promises to return as soon as he gets some of the free stuff that they're..."

1/GUY:
" They're giving away FREE STUFF???!!"

2/MANNY:
" You bet! LEGO Island comic books, collectable LEGO Island characters and on Saturday, September 27th- Radio Disney will be giving away Circus Pizza Party Prizes, from 12 to 3.

1/GUY::
" Whoa! I'm leaving now!"
-Add sfx of running footsteps

2/MANNY:
" I'll meet you here."

1/GUY (as if running):
-add sfx of running
" Join us for LEGO Island Fun and Free stuff at the LEGO Imagination Center on Saturday, September 27th and Sunday the 28th from 11 am to 7 pm.